

Final Meeting Minutes

Education, Planning, and Outreach Committee
Board of Game and Inland Fisheries
7870 Villa Park Drive, Board Room
Henrico, VA 23228

August 22, 2017
3:00 pm

Present: Mr. Clayton Spruill, **Chairman**, Mr. Brian Vincent; **Absent:** Dr. Mamie Parker; **Board Member:** Mr. Leon Boyd; **Executive Director:** Mr. Robert W. "Bob" Duncan; **Senior Leadership Team:** Mr. Gary Martel, Mr. Darin Moore, Mr. Lee Walker, Mr. David Whitehurst.

The Committee Chairman called the committee meeting to order and welcomed everyone and noted for the record that a quorum was present for the meeting. The Chairman also noted there were no request for public comments on non-agenda items.

Approval of the September 27, 2016 Meeting Minutes: The Chairman called for a motion to approve the minutes of the September 27, 2016 meeting. Mr. Vincent made a motion to approve the minutes of the September 27, 2017 meeting as read. Mr. Spruill seconded the motion. Ayes: Spruill and Vincent

Media Services Report and RBFF Angler/Boater Recruitment and Retention:

Mr. Lee Walker gave an update on RBFF Angler and Boater Recruitment and Retention.

After discussion and comments, the Chairman thanked Mr. Walker for his comments.

Go Outdoors Virginia One Year Update:

Mr. Lee Walker updated and reported on the Go Outdoors Virginia Solution system and some new updates.

After discussion and comments, the Chairman thanked Mr. Walker for his comments.

R 3 Recruitment, Retention, and Reactivation Update:

Mr. Brian Moyer and Mr. Eddie Herndon presented an Update on R-3 Recruitment, Retention, and Reactivation.

After discussion and comments, the Chairman thanked Mr. Boyer and Mr. Herndon for their update.

Hunter/Boater Education Course Update:

Ms. Stacey Brown and Mr. David Dodson gave updates on the Hunter and Boater Education Course program.

After discussion and comments, the Chairman thanked Ms. Brown and Mr. Dodson for their updates.

Media/Marketing Outreach Efforts:

Ms. Paige Pearson presented updates and new branding ideas and a video on Media Marketing Outreach.

After discussion and questions, the Chairman thanked Ms. Pearson for her updates and presentation.

Director's Report:

Mr. Bob Duncan reported on :

- Shooting Sports and Hunting Data
- Neparc Trip to Mountain Lake

Chairman's Report:

Mr. Spruill asked if anyone had any additional comments, hearing none, he announced the next meeting would be October 18, 2017 at 3:00 pm and adjourned the meeting at 4:30 pm.

Respectfully submitted,

Frances Boswell
/s/